

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/643,263	KHAISHGI ET AL	
	<b>Examiner</b>	<b>Art Unit</b>	
	John M. Winter	3621	

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address--*

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to the paper filed on 9/15/2005.
2.  The allowed claim(s) is/are 1-33,37-65 and 71-99.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date 9/6/05, 4,7,05
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application (PTO-152)
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.

## **DETAILED ACTION**

### **Status**

Claims 1-33, 37-65 and 71-99 remain pending,

### **EXAMINER'S AMENDMENT**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Kent Siefert on October 4, 2005.

The application has been amended as follows:

Claims 34-36 and 66-70 are canceled.

### *Response to Arguments*

1. The Applicant's arguments files on July 13, 2005 have been fully considered.

As per claims 1-33, 37-65 and 71-99 the Examiner finds that limitations of amended claims 1-33, 37-65 and 71-99 are not disclosed in any prior art references.

### *Allowable Subject Matter*

Claims 1-33, 37-65 and 71-99 are allowed over the prior art record.

1. The following is an Examiner's statement of reasons for allowance:
2. The closest prior art of record Kuroda (US Patent 6,470,448) teaches a apparatus for providing transactions between users in a network environment . PDF for lawyers teaches signing papers with digital signatures. Matsumori (JP 2003085383 A) teaches a system for providing a resource information database

What they fail to teach or suggest:

- A. A method comprising: certifying a plurality of online entities; storing certification data for each of the plurality of online entities in a database; and selectively generating corresponding media objects for the online entities for which the respective certification data

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indicates successful certification, wherein each of the media objects includes media to present a unique seal of certification for each of the entities.

This distinct feature renders claim 1 allowable.

Claims 2-12 and 49-59 are dependant upon claim 1 and are allowable for at least the same reasons.

B. A computer-readable medium comprising instructions that cause a programmable processor to: store certification data for a plurality of online entities within a database; and generate corresponding media objects for each of the online entities based on the certification data, wherein each of the media objects includes media to present a unique seal of certification for each of the entities.

This distinct feature renders claim 13 allowable.

Claims 14-22 and 60-62 are dependant upon claim 13 and are allowable for at least the same reasons.

C. A system comprising: a database to store certification data for a plurality of online entities; and a server to access the certification data, and generate corresponding media objects for each of the online entities based on the certification data, wherein each of the media objects includes media to present a unique seal of certification for each of the entities.

This distinct feature renders claim 23 allowable.

Claims 24- 33, 53 and 63-65 and 74-75 are dependant upon claim 23 and are allowable for at least the same reasons.

D. A method for providing electronic seals of certification for participants in an online marketplace or other intermediary that is accessed via a computer network and enables participants to buy and sell items comprising: certifying participants in the online marketplace; storing information for each of the participants within a database, the information for each participant including certification data that indicates a certification status that participant; and generating corresponding media objects for each of the participants based on the certification data stored in the database, wherein each of the media objects includes media to present a unique seal of certification for each of the participants that indicates the certification status of that participant, and wherein the media objects have a first visual appearance when the certification data indicates that entity is certified, and different visual appearances when the certification data indicates that the certifications have been revoked.

This distinct feature renders claim 37 allowable.

Claims 38-42 are dependant upon claim 37 and are allowable for at least the same reasons.

E. A system comprising: a database to store information for each of a plurality of online entities; and a server to certify each of the online entities and generate corresponding media

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objects for each the online entities based on the certification, wherein each of the media objects includes media to present a unique seal for each of the entities, communicate a requested one of the media objects to a web browser for presentation of the respective seal to a user as a portion of a website, and selectively provide the information stored within the database for the entity associated with requested media object to the user via the web browser.

This distinct feature renders claim 43 allowable.

Claims 44- 48 and 71-73 and 76-77 are dependant upon claim 43 and are allowable for at least the same reasons.

F. A method comprising: certifying a plurality of online entities; storing certification data for each of the plurality of online entities in a database; accessing the stored certification data to determine current certification status for the online entities and selectively displaying media objectsto present seals of certification for the entities in accordance with the certification data when the current certification status for the online entities is valid.

This distinct feature renders claim 78 allowable.

Claims 79-99 are dependant upon claim 79 and are allowable for at least the same reasons.

### ***Conclusion***

Any inquiry of a general nature or relating to the status of this application or concerning this communication or earlier communications from the examiner should be directed to John Winter whose telephone number is **(571) 272-6713**. The Examiner can normally be reached on Monday-Friday, 9:30am-5:00pm. If attempts to reach the examiner by telephone are unsuccessful, the Examiner's supervisor, **James Trammell** can be reached at **(571) 272-6712**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://portal.uspto.gov/external/portal/pair>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). Any response to this action should be mailed to:

**Commissioner of Patents and Trademarks**

**Washington, D.C. 20231**

or faxed to:

**(571) 273-8300** [Official communications; including After Final communications labeled "Box AF"]

Hand delivered responses should be brought to the Examiner in the Knox Building, 50 Dulany St. Alexandria, VA.

JMW  
October 2, 2005

JAMES D. INGRAM, III  
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